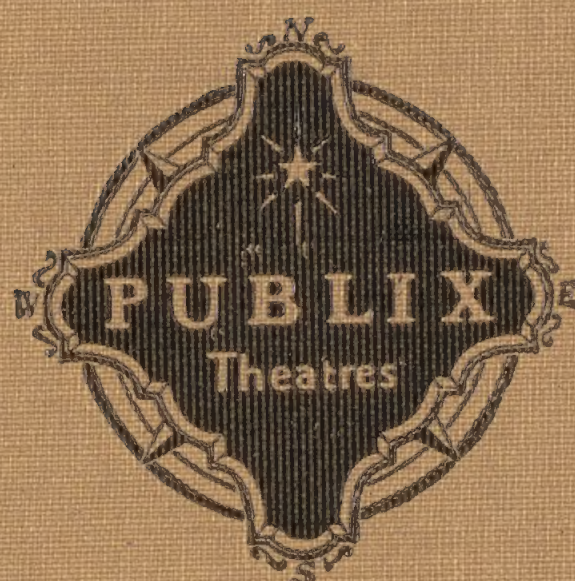


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SAM KATZ, PRESIDENT



PUBLIX OPINION

VOL. I-II

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**PUBLIX THEATRES  
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SAM KATZ, *President***



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## **YOUR PLACE IN THE HISTORY OF YOUR COMPANY AND INDUSTRY**

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In presenting PUBLIX OPINION the present Editor has endeavored to mirror, for the benefit of all within the twin organizations of Publix and Paramount, the successful experience and practices of the original founders and their followers who built and maintain these great institutions which lead the amusement industry.

This publication is dedicated to the purpose of reflecting, in a reportorial, rather than opinionated manner, the activities of theatres and departments operating under the Publix trademark. To accomplish this purpose, it has endeavored to operate as an "idea-exchange," presenting facsimiles and interpretations of outstanding or repeatable effort and achievement. Furthermore, it is the aim of this publication to give quick, graphic service and information from all who have it, to all who need it; to acquaint all, with the personalities of those splendid individuals who comprise Publix and uphold its leadership; to be a nucleus of current facts and ideas for the guidance of future effort, and to serve as a guide-book to newcomers in the organization.

In the earnest hope that it will be useful in the advancement of individuals within the company, thus strengthening Publix' position within the industry, this file of reproductions is made available. From the history of achievement recorded in these pages will spring, without a doubt, the literature and traditions of the amusement industry of the future. With this thought in mind, the writer pledges continuance of these policies, and improvement wherever possible, as long as it is within his power to do so.

**BENJ. H. SERKOWICH**  
*Editor*



















Lindbergh. But Paul Whiteman himself with his orchestra.

## 'LUCKY' LINDBERGH MAN OF NICKNAMES

"Slim," "Charlie," and Even  
"The Flying Fool," Are Some  
—Has Record for Daring.

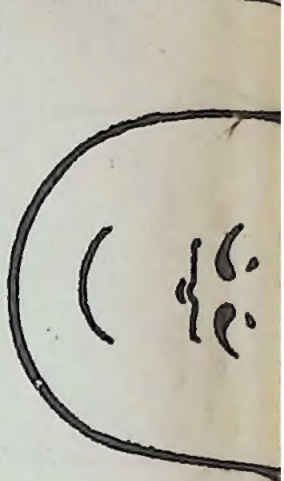
HAS FLOWN 1,800 HOURS

Once Plunged Through 5,000-Foot Fog  
Bank on Parachute—Never Hurt  
in a Crash.

From New York Times

Captain Charles A. Lindbergh is a man of nicknames. He gathers them wherever he goes. He is "Slim," "Lucky," "Charlie," of course, and sometimes "The flying fool." He was too young to take part in the war, having been born on Feb. 2, 1892. He is 25 years old. He is tall—more than six feet—slender, but with powerful shoulders. He has blond hair inclined to curl and fearless blue eyes.

As his name would indicate, he is of Swedish descent but several generations distant. His father died when he was quite young, and he attended school in Detroit, where he was born. Later he went to school in Washington, D. C. All of his primary education was obtained in public schools, and he was noted for nothing except his height. The lad was mechanically inclined and matriculated in the School of Mechanical Engineering of the University of Wisconsin. He was not graduated, however, as the desire to fly seized him when he had studied a year and a half and he tossed his books aside. His first flying experience was in Lincoln, Neb. Several instructors in the flying school there took part in training the young man and soon he was a capable pilot. He realized, however, that he was far from experienced and so enrolled in



the Army Flying Service at Brooks Field.

He completed a course at Kelly Field, Texas, and was placed in the reserve. All this has happened during the last two years. After graduating from the army school, where he did his work with the rest of the class, including a certain amount of stunt flying, he looked around for something in the flying line at which he could earn a living. He found the air mail. He has flown the routes from St. Louis to Cleveland for the last year. He is now on an indefinite leave of absence. Several times during his flying experience he has found it necessary to drop out of a plane while in the air and parachute to the ground. Once when flying above a fog bank 5,000 feet thick and very dense, his gasoline ran out. Knowing that there was no chance of finding a landing space on the rocky terrain below, he dropped out, leaving the plane to crash on the rocks, but saved his own life. Once he was forced out by fire and once by ice on his wings. Never once has he been injured in an airplane accident, accounting for his nickname "Lucky." He was commissioned a captain in the Missouri National Guard last year, still holding his Second Lieutenant's commission in the army. He first became interested in the New York-to-Paris flight last Fall following the disaster to the Sikorsky plane. He found several backers in St. Louis, several of them members of the St. Louis Chamber of Commerce, and early in February the order was placed with the Ryan Air Planes for the plane. It is not entirely a specially built job, but the huge gasoline tank required an unusual disposition in the cockpit. He has amassed the total of 1,800 hours in the air, more than some men, who consider themselves old

Credit: Wide World

### CAPTAIN CHARLES A. LINDBERGH

pilots. This he has achieved by taking every opportunity for flying—hopping in every plane he saw and taking it aloft.

Captain Lindbergh, with the fearless blue eyes, is "woman shy." He has never entertained thoughts of getting married, he says, and there is no young woman in the offing waiting to greet him on his return. He blushes when he answers questions, sometimes and always when questioned about a possible sweetheart.

He chose to fly alone to Paris, while all the other entrants in the international dash will have two or more men in the cockpit. He thought of taking another man, but preferred the weight in gasoline. "Anyway, he might not be good company," he said.

Captain Lindbergh is not a scatter-brained youth, as a great many persons felt before his arrival in the East. As reports came from San Diego of his proposed flight alone to Paris, very few considered him really in earnest. He is in earnest. He is cool as he faces the task ahead of him. He realizes the strenuous round of hours when he must sit cooped up in the narrow cockpit. He has never been abroad and speaks no language but English. But he has an all pervading confidence in himself, his plane and his engine, and no thought enters his head but that of success. He is prepared for danger.

There are the same emergency arrangements in his plane as in all the others, but he never thinks of them. Meet your troubles when they arrive is his motto. Out in the West, especially in St. Louis, there is no doubt in the mind of any one but that Lindbergh will make it. In fact, they consider it as well as done.

### THRILLED COUNTRY FAIRS WITH HIS FIRST PLANE

Lindbergh, at Kelly Field, Flew  
Craft That Was Ordered to  
the Junk Heap.

The first plane with which Charles Lindbergh realized his ambition was a Curtiss "Jenny," which he bought with money he had saved. Leaving school, he flew around his native district barnstorming. From one county fair to another he traveled, taking up passengers and doing stunts for his daily bread.

His great ambition at that time, he confided to friends, was to break the endurance record.

On his barnstorming cruise Lindbergh dropped in at Brooks and Selfridge Fields. At these army air posts he saw many new-model planes and types which excited his curiosity. A

new plane has for him the same challenge that a new club would have for a golfer.

A story is told about Lindbergh at Kelly Field that throws a true light on one of his outstanding characteristics, that of doing something exceptional and not talking about it.

One of the officers in charge at the field ordered that an old training plane, with half of the fabric off the lower wing, be carted from the field on a motor truck. It was deemed ready to junk.

Lindbergh walked to it, climbed into the cockpit in an offhand manner and took it off with a long run and a couple of hops.

### LINDBERGH FLIES WITH LITTLE SLEEP

Will Have Had Only a Hour or  
Two By the Time He  
Reaches Paris.

By the time Captain Lindbergh reaches Paris he will have been sixty hours with only an hour or two of sleep which he managed to get between midnight Thursday and 2 o'clock Friday morning. Some people thought that he could not possibly go so long without rest and that he would be overcome with

From the gay boulevards thousands swarmed towards the landing place to get a glimpse of the 26-year old American, whose death defying trans-ocean leap single-handed is a crowning triumph for aeronautics. The epoch-making event was greeted by a canon salute, the blowing of sirens, the metallic music of the chimes of Notre Dame and the ecstatic cries of a populace gone hero-mad.

After a few hours before going to bed. After a few hours of rest he was up and thought that he could not keep going until he reached Paris. He is in perfect physical condition, and despite his mere cat nap looked as fresh and pink-checked as ever while he was waiting for his plane to be filled with gas.

The crew of the Norge, the dirigible which went across the North Pole from Spitzbergen to Alaska, were on duty for seventy-two hours, with only brief naps of half an hour or so.

Oscar Wisting, a gray-haired viking, who went to the South Pole with Amundsen, stood at one of the rudder controls of the dirigible for the entire seventy-two hours.

# WHITMAN

## REACHES



## PARAMOUNT

"The King of Jazz"—Paul Whiteman Himself And His Orchestra Opens at The Paramount Theatre, June 4th. Lindbergh's Feat Was Thrilling. Paul Whiteman Will Also Have A Number of Thrills For You.



# LINDBERGH REACHES PARIS

THE WEATHER — Cloudy today, probably light rain; fair tomorrow, not much change in temperature; moderate shifting winds, becoming northwest today.

## The Paramount Times

EXTRA

No. 147,896.

PUBLISHED NOW AND THEN BY PARAMOUNT THEATRE

Price 40 Cents Before 1 o'clock.

## "Flyin' Fool" Sets Whole World Agog As He Thwarts Death In Atlantic Hop

Captain Charles E. Lindbergh, the "Kid Flier," When He Hopped Off on His 3,600 Mile New York to Paris Flight, said:

"This Weather is Just Right for Me. Watch Me Go.

"Once I am in the Plane it will be like getting in a Death Chamber. If I get out in Paris, it will be like a Pardon from the Governor."

HE'LL BE AT  
THE PARAMOUNT

Yes Siree! He's opening at the Paramount Theatre, beginning June 4th. You've all read about him. You all



PARIS, Saturday.—Captain Charles A. Lindbergh, the "Flyin' Fool," landed safely in Paris this afternoon.

As the spreading wings of his monoplane, "The Spirit of St. Louis," were sighted, imaginative Paris precipitated a fever of enthusiasm such as has not been witnessed since the signing of the armistice ending the World War.



























